

PREPARE FOR VACATION DAYS

At The Mountains Or The Sea Shore

Toilet Articles

Williams and Colgate's Shaving Tablets 4c
Men's waterproof tourist cases 85c
Women's \$1.25 waterproof tourist cases \$1.00
Manicure files, best size 15c
Colgate's small size products, box of 4 25c
25c Colgate's shaving cream 17c
25c Colgate's toilet soap 10c
25c Colgate's ribbon dental cream 15c
Vaseline's sandalwood toilet water 60c

ARE you properly equipped with clothes and traveling requisites for good, sportive old summer time? During these vacation days you will meet many strangers; and those you will meet judge you first by what you wear. Our store is now chock-full of enticing apparel. Our gauzy materials are just right for the soft breezes of summer time. Come in; our high quality summer goods and our low prices on them will urge you to buy. See window displays.

Toilet Articles

25c Spiro foot case powder 15c
25c Java rice face powder 25c
25c Sanitol face cream 15c
25c Sanitol talcum powder 15c
Bradley woodlawn violet Ammonia 15c
40c solid back bristle hair brushes 25c
1.00 Pivers toilet water 70c
Kirk's Jap rose soap 8 1/2c
25c Bath-a-sweets for the bath 15c
15c Sanitol toilet soap 10c
75c Pivers oz. bottles sachet powder 50c
10c bottle blue seal vaseline 5c

Pretty Coat Suits of Linen

AT SPECIAL SALE PRICES

WHOEVER intends to spend part of the summer away, unless she has already provided her traveling suit, will want one of these pretty linen coat suits. They are "smart as a whip" in style, good looking enough to serve for even dressy occasions at sea-shore or mountain resorts.

Linen Coat Suits "Popular" Special \$4.95

Made in white and natural, black and colored steam shrunk linens; cut on most stylish lines and well tailored. Very desirable suits for knockabout purposes, as they are light and non-crushable. "Popular" special **\$4.95**

\$12.50 and \$13.75 Linen Coat Suits \$10.00

Fashioned in the best quality of Bulgarian linen and white pique, steam shrunk and man tailored, several smart models; copies of late Paris styles. In natural, white, oyster, pink, corn and light blue linen and white pique. Some have colored linen collars. \$12.50 and \$13.75 values, at **\$10.00**

\$15.00 Linen Coat Suits for \$13.50

A number of attractive models in natural, white and light blue—cutaway styles and the new Norfolk styles with patent leather belt, superb linens. Suits that sell regularly at \$15, offered special while they last, at **\$13.50**

\$17.50 and \$21.50 Linen Coat Suits \$15.00

At this popular special price a pleasing variety is shown; wide range of weaves in colors that reflect all the fair blossoms; becomingly and stunningly made; White Ramie linen with large embroidered sailor collar; leather shades, self trimmed; light blue with white ratine collar and cuffs; brown with colored embroidered collar and large fancy buttons; natural and white in Norfolk, cutaway and plain tailored styles. Excellent \$17.50 and \$21.50 values, at **\$15.00**

\$27.50 to \$32.50 Linen Coat Suits \$24.95

New models just received—lavender linen suits in cutaway styles with envelope skirt and trimmed in braid to match suit; white pique, cutaway style, bell sleeves, pearl button trimmed; high waisted coat; leather shade, trimmed in Antique crash to match, and various other colors and styles too numerous to mention. \$27.50, \$29.50 and \$32.50 values, at, your choice **\$24.95**

\$15.00 Long Pongee Coats \$10.00

"Summer Vacationists" Store

JUST because you're away on your summer vacation is no reason why you should not continue to trade at the "Popular." Customers having regular charge accounts can send their orders to us, to be charged upon regular monthly bill or payable upon your return. Our delivery service extends to wherever you are—express charges or postage will be prepaid on orders amounting to \$5.00 or more.

Do As This Lady in New York Does:

Stillwater, N. Y.

May 13th, 1912

Popular Dry Goods Co.,

El Paso, Texas

Dear Sirs:—

I would like to have two of those good panama hats at \$4.95. I am enclosing my check for \$10.00, hoping you will select two for me and send them to Mrs. J. A. Raulings, I am

Very truly yours,

Mrs. S. M. Raulings

For Mrs. Foote's

attention

Summer Shirts for Women

AT VERY SPECIAL PRICES

AND the whole world of fashion is shirt mad. Think of this—while other stores are put to the hardest to secure enough women's shirts at regular prices—and this is the case all over the country now, the "Popular," by a lucky trade circumstance, is able to offer you an assortment of silk, linen and soisette shirts at special prices. Of course they cannot last, nor do we hope to secure more at these terms.

White, tan and cream soisette shirts, 95c, and \$1.45
White, natural, black and fancy striped silk shirts priced at \$1.95, \$2.95, \$4.95.
Plain, tucked and embroidered linen shirts in white only, at \$2.45, \$2.95, \$3.45, \$4.95, \$5.95, \$6.50, \$7.50 and \$8.50.

Traveling Suits Reduced Any Woman About to Travel Will Find Her Needs Best at the "Popular" Now

Here are suits that refuse to wrinkle unless really abused—yet as light and as smart-looking as if they had cost twice as much as you are asked to pay for them here.

Any material or color that most pleases your fancy—navies, blacks, tans, grays; all cool and aptly fitted for service.

And here, now, are the prices:

\$15.00 Suits are now \$10.95 Suits worth to \$32.50 at \$23.75
\$23.75 Suits are now \$15.00 Suits worth to \$39.50 at \$27.50
\$27.50 Suits are now \$18.45

Extra Specials in Wash Fabrics

SHEER WHITE GOODS—Checked and striped flaxon, satin stripe batiste, dimity, madras, jacquard weaves, dotted Swiss, etc. Extraordinary values worth up to 25c at, a yard **14c**

35c AND 40c WHITE GOODS, 25c—This table of white goods includes checked and barred sheer batiste, dotted Swisses, plain white 40 inch voile, 36 inch pure white linen waisting, 35c and 40c values at, a yard **25c**

PLAIN COLOR LINEN CRASH—36 inches wide, in white, navy, yellow, oxford, gray, orange and lavender. Our regular 50c seller at, a yard **35c**

IMPORTED EMBROIDERED VOILE AND SHEER BATISTE—Beautiful designs in floral, lace striped effect, small figures, etc. This line represents some of the most beautiful creations in sheer, dainty white goods, produced by Swiss and French manufacturers; \$2.00 and \$2.25 values at, a yard **\$1.59**

Linens for "Cloudcrofters"

It will be interesting to those fitting out the cottage or bungalow at "Cloudcroft" to know that we are offering some very attractive prices in moderately good table damasks and napkins.

Mercedized table damask, yard 38c
All linen table damask 60c, 75c, and 85c
18 inch hemmed mercedized napkins, doz. 85c
Hemmed linen napkins, doz. \$1.50
Cotton Crash toweling, yard 10c

Short Lengths of Linen Damasks

for the table. All good useable lengths in the better quality linens, reduced

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The Popular
DRY GOODS CO. INC.

Summer News From Silk Section

ORIENTAL PONGEE—In natural color only. The ideal silk for outing or summer dresses, skirts and children's wear. Always ready for use. We have all weights, \$1.75 quality, \$1.35; \$1.50 quality, \$1.15; \$1.25 quality, 95c; \$1.00 quality, 65c.

\$1.25 GENUINE RAJAH SILK—In all colors, best silk for traveling dresses, nothing so popular, \$1.25 value, yard **69c**

VIVELLA FLANNELS—For the mountains or cool nights. Vivella non-shrinkable, fast color flannels. This is the ideal all wool fabric for soft shirts, ladies' dresses and outing suits, children's dresses, pajamas and night shirts. Guaranteed all wool and fast color, does not shrink. Comes in neat designs and plain colors; 32 inches wide. Special, yard **75c**

MOHAIR FOR BATHING SUITS—We have a full line of fast color blue and black Mohair for bathing suits. This is the most used of all fabrics for this purpose. Navy and black. \$1.25 quality, 95c; \$1.00 quality **39c**
79c; 75c quality, 59c; 50c quality

Laces & Embroideries

Lace and embroidery, imported match sets **ONE-FOURTH OFF**
45 inch Swiss embroidery flouncing, to \$2.50 \$1.95
27 inch flouncing, baby Irish effect, to \$1.75 95c
Swiss and Cambric Allover, worth to 85c 49c
45 inch Swiss flouncing, eyelet effects, to \$1.25 69c
27 inch Swiss flouncing, eyelet effects, to 65c 35c
Swiss, Nainsook and Cambric allover, to \$2.00 95c
Shadow and Maline Allover lace to 75c 48c
56 yard Borman linen laces, 12 yard bolts 25c
20c linen, cotton, torchon and Cluny laces 10c

Basement Specials

\$1.00 Lawn Kimonos,	Women's Wash Skirts,	Children's 50c Rompers,
89c	75c	42c

Wool Skirts for Summer

"Popular" Special \$4.95

There is a charm about these new skirts that few women can resist, and surely for summer every woman needs at least one or two skirts, which, with a pretty waist, give them a refreshing change from the one-piece dress idea. The assortment we are showing is comprehensive—of serges, ratine, diagonals, voiles, panamas and fancy mixtures; also serges in plain, white or with hair line and pencil stripes—all the newest models with high waist band, panel effects, side plaits and panel backs—skirts that are well tailored and fit perfectly. The materials in these goods are as good as some sold as high as \$10. "Popular" special **\$4.95**

Girls' Summer Dresses

Exceptionally pretty little Dresses for girls 6 to 14 years of age, made of sheer figured lawns, stripes, dots, figures, squares or round necks, Milano sleeves; neatly trimmed, well made and perfect fitting; special values at—

\$1.45, \$1.95, \$2.45, \$2.95

CHILDREN'S WHITE DRESSES—Of fine lawns, voiles, marquisettes and linens, trimmed in tucks, dainty laces, embroideries and ribbons, hundreds of styles to choose from. Sizes to fit girls of all ages. Priced at \$25 down to **\$1.45**

Girls' Middy Blouses 95c

Girls' Norfolk Jackets of Linen and Linene \$2.95 and \$4.00

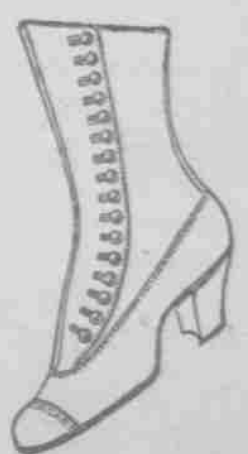
Children's Silk, Wool and Repp Coats at \$3.50 to \$12.50

Children's Linen, Repp and Pongee Coats at \$4.00 to \$5.00

A New Shipment of WHITE SHOES

BUCKSKIN AND CANVAS

16 button Buckskin Boot with covered heel at \$4.50
16 button Buckskin Boot with medium narrow toe \$4.00
18 button Buckskin Boot, broad toe, fancy tips \$4.00
Buckskin Boots with broad or narrow toes \$3.50
Canvas button Boots, with tips, a pair \$3.50
15 button Canvas Boots, extra big value at \$2.50



Trunks, Suit Cases and Traveling Bags

Trunks---

Before you begin packing the old trunk for your vacation journey, look it over thoroughly—see that it's strong enough to reach the journey's end—that the hinges are all right—that the lock is in good order—that it looks well enough to be a credit to you. Better still, to be absolutely sure; get a new one—a strong, good looking one that you can place confidence in. We are showing every kind and size. Steamer, Hat, Bureau, Wardrobe, Dress and regular kinds at **\$4.50 to \$30.00**

Cane straw suit cases—wear as well as leather; has straps and latches, brass lock, reinforced leather corners and edges; brass riveted, linen lined, straps all around. Big **\$4.95**

Bill Books and Card Cases \$1.00 to \$4.50

Suit Cases and Traveling Bags

Bellows leather case, straps all around, \$7.50.
Black and tan suit cases, leather and linen lined, at \$8.00, \$9.50, \$10.50, \$11.50, \$12.50, \$15.00, \$17.50 and \$18.00.
Matting Suit Cases at 75c on up to \$4.50.
Leather traveling bags in black and tan, priced at \$8.75, \$9.50, \$10.00, \$11.50, \$13.50 and \$14.50.



Suit Cases---

24 and 26 inch Cowhide Suit Cases, double strap, reinforced corners, brass riveted; brass lock, 3 brass hinges, 2 brass clasps. These cases are saddle stitched, linen lined, with shirt pocket, bound in leather; inside leather straps, heavy leather handle sewed and riveted. "Popular" special at **\$4.95**

20 and 24 inch Japanese matting suit cases, very light, but durable; reinforced with steel corners, copper riveted; brass trimmed edges, brass lock and strong leather handle. "Popular" special, while they last **\$1.00**